

**WHAT IS CLAIMED IS:**

- 1 1. A system for intellectual property marketing management, the system comprising:
  - 2 an intellectual property selection system to receive an innovation submission describing
  - 3 an innovation from an innovator;
  - 4 an intellectual property protection system to receive at least a portion of the innovation
  - 5 submission and manage obtaining an intellectual property legal right related to the innovation;
  - 6 and
  - 7 an intellectual property asset management system to receive and store at least one of an
  - 8 innovation description and an intellectual property legal right description, the innovation
  - 9 description based at least in part on the at least a portion of the innovation submission, the
  - 10 intellectual property legal right description based at least in part on the intellectual property legal
  - 11 right.